

Emailed 11/26/97 SS & McLane Ret

COPY

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 25, 1997

RJR Account #375878

P. Cox

McLANE-NORTHEAST

JANUARY: DORAL \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800004

Dear Paul:

We have placed orders for *Doral Pre-Sleeved Tear Tape* product (@ .50¢/Pack) as listed to pack and ship this promotion to your participating retail accounts. **1290** SKUs of Displays (item #535481) have been ordered to Consolidated Industries to pack this Promotion.

Product PO # ER2620-01

| <u>UPC Code</u> | <u>Doral</u> <u>Brand Styles</u> | <u>#/ (6M)</u> <u>Cases</u> |
|-----------------|-------------------------------------|--------------------------------|
| 12300-24698 | Light | 43 |
| 12300-24750 | Light 100 | 43 |
| 12300-24752 | Lt Men 100 | 43 |
| 12300-24751 | FF 100 | 43 |

All additional pertinent promotional information is listed below:

Product Arrival (@ McLane): January 5, 1998

Displays Arrival (@ Consolidated): January 8, 1998

Ship Date to Retail: January 26, 1998

Display (Item #535481)

SKU CUBE: 0.4965

SKU WT (w/o Product): 1.5625 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Savings Cartons

EFT \$ Amount: \$25,979.18

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Promotion Description: Utilize self-contained shipper displays. Each Doral pack will have ".50¢ Off" Tear Tape. Product is pre-sleeved; each carton contains five 2-pack offers. One carton of each of the 4 brand styles should be placed in Counter Display and shipped to retail.

Brand Styles: Doral Lt / Doral Lt 100 / Doral Lt Men 100 / Doral FF 100

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST
SEE ATTACHED 'WHOLESALE PACKING INSTRUCTIONS'**

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$842.80 (60.2 (12M) cases @ \$14.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams
cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

RJ REYNOLDS

TOBACCO COMPANY

STATE STAMPING

McLANE-NORTHEAST

#375878

DORAL \$1.00 OFF 2-PACKS

| NUMBER OF CARTONS TO STAMP BY STATE .50¢/PACK PRE-SLEEVED TEAR TAPE PRODUCT | | | | | | | | | | | |
|--|----|----|----|----|----|-----|-----|----|----------------|-----|----|
| DORAL (6M) | CT | DE | MA | MD | NH | NJ | NY | OH | OH Cuyahoga | PA | RI |
| LIGHT | 29 | 2 | 55 | 2 | 18 | 101 | 578 | 8 | 9 | 476 | 9 |
| LIGHT 100 | 29 | 2 | 55 | 2 | 18 | 101 | 578 | 8 | 9 | 476 | 9 |
| LT MEN100 | 29 | 2 | 55 | 2 | 18 | 101 | 578 | 8 | 9 | 476 | 9 |
| FF 100 | 29 | 2 | 55 | 2 | 18 | 101 | 578 | 8 | 9 | 476 | 9 |

11/25/97
STAMPING.DOC

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